

## ATTACHMENT - REMARKS

Claims 1, 2, 5 and 7-40 are pending in the present application. By this Amendment, Applicant has amended claims 1, 10, 11, 16, 18-21, 23-25, 27, 29, 32, 34, 35 and 40. Applicant respectfully submits that the present application is in condition for allowance based on the discussion which follows.

The specification was objected to with regard to referring to claim 1 in the technical field description of the present invention. By this Amendment, Applicant has amended the specification, thereby obviating the objection. The drawings were objected to for identifying more than one figure view using a single label. By this Amendment, Applicant has submitted new replacement formal drawings, relabeling each individual view in the figures using a separate label, thereby obviating the objection to the drawings and being in compliance with 37 C.F.R. § 1.121(d).

Claims 17-21, 23-27 and 29-35 were rejected under 35 U.S.C. § 112, second paragraph. Applicant respectfully submits that the claim amendments obviate the rejection to the claims. Further, contrary to the statement that the claims are narrative in form and replete with indefiniteness, Applicant respectfully submits that the claims, as currently pending, are in complete compliance with the requirements of 35 U.S.C. § 112, second paragraph and, therefore, respectfully requests that the rejection to the claims under 35 U.S.C. § 112, second paragraph, be withdrawn.

Claims 1, 2, 5, 7-9, 16, 17, 19, 22, 24, 29-33 and 36-40 were previously rejected under 35 U.S.C. § 102(b), as being anticipated by U.S. Patent No. 2,978,162 (hereinafter "Lambert"). Further, claims 10-15, 18-20, 23, 25-31, 34, 35 and 38 were rejected under 35 U.S.C. § 103(a) as being obvious from Lambert in view of one or

more of the following references: French Patent No. FR2731986 ("Menu"), U.S. Patent No. 3,362,605 ("Bixler"), French Publication No. 2.133.279 ("Vauchier") and U.S. Patent No. 3,471,078 ("Seest").

Applicant respectfully submits that the claims, as currently amended, are novel and non-obvious from Lambert, individually or further in view of the various cited prior art references. Independent claims 1 and 40 now further highlight one novel aspect of the present display unit, namely that the ovoid portions extend from a planar face which, apart from the ovoid portions, completely spans the entire side of the display unit.

Applicant respectfully submits that Lambert fails to disclose ovoid portions extending from a planar surface which, apart from the ovoids, spans an entire side of its container. As is clearly disclosed and shown in the figures, for example, Lambert Figures 2, 3 and 6, the planar side (60) from which ovoid portions (61 and 62) extend does not span an entire side of the container (10) apart from the ovoids. To the contrary, planar surface (60) is merely between ovoid portions (61 and 62), but does not span the entire side surface of the Lambert package (10) apart from the ovoids. Therefore, Lambert fails to anticipate the claimed invention.

Furthermore, Applicant respectfully submits that the further cited prior art, individually or taken together with Lambert, fails to disclose or in any way make obvious ovoid portions extending from a planar surface which spans an entire side of a container. Clearly, the cited art in Menu, Bixler, Vauchier and Seest do not teach or in any way make obvious ovoid portions extending from a planar surface which spans the entire side of the container.

In view of the foregoing, Applicant respectfully submits that all claims are clear of prior art and, therefore, respectfully requests that the rejection to the claims under 35 U.S.C. §§ 102(b) and 103(a) be withdrawn.

In view of the foregoing, Applicant respectfully submits that the present application is in condition for allowance.

Respectfully submitted,

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